



YOUR VENTURE STORY MADLIB

Fill in the madlib below to get some building blocks for your story. Elements of your venture story will show up in advertising, on your website, in investor pitches, and elsewhere.

Notice where you are less confident about what you're saying, or still have questions. This can help you identify questions you have and places where your team has different answers and assumptions. Then you can prototype and build evidence for those areas.

We are _____, and we are going to _____.
(venture's name) (big-ass world changing vision)

We want to create a marketplace which enables _____ to _____
(first user group)
 _____ in order to help _____ to _____
(do something they couldn't do before) (second user group)
 _____.
(do something they couldn't do before)

SIDE #1: _____
(first user group)

This is a group of _____ people
(#/market size)
 who _____.
(attitudes, beliefs, behaviors, needs)

They will choose our _____
(product, service)
 because _____.
(promise, value proposition)

They'll find out about us via _____
(where/how our marketing will reach them)
 _____ and can use our _____
(product, service, type of business)
 in/at/on _____.
(channels of distribution)

When they use it, they will feel _____
(feelings, emotional upswing)

They'll tell others about _____
(key features, defining moments of the experience)

SIDE #2: _____
(second user group)

This is a group of _____ people
(#/market size)
 who _____.
(attitudes, beliefs, behaviors, needs)

They will choose our _____
(product, service)
 because _____.
(promise, value proposition)

They'll find out about us via _____
(where/how our marketing will reach them)
 _____ and can use our _____
(product, service, type of business)
 in/at/on _____.
(channels of distribution)

When they use it, they will feel _____
(feelings, emotional upswing)

They'll tell others about _____
(key features, defining moments of the experience)

We will get paid _____ by _____
(how much, how often) (both sides, one side, other)
 when _____.
(value capture opportunity)

Our team is well-positioned to deliver this experience because we excel at _____
(capabilities)

Our next steps are _____

 _____.
(key steps in road map)